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**ANALISIS PERBANDINGAN MENGENAI EKUITAS MEREK PADA  
MEREK GLOBAL DAN MEREK LOKAL  
(Survei pada pemain sepak bola Akademi Persib U14-U23)**

**SKRIPSI**

Diajukan untuk Memperoleh Gelar Sarjana pada Program Studi Manajemen  
Universitas Pendidikan Indonesia



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**PROGRAM STUDI MANAJEMEN  
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
BANDUNG  
2019**

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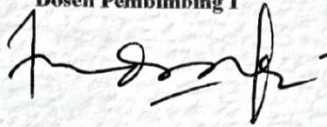
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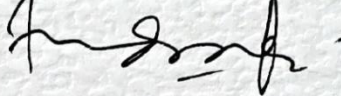
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## ABSTRAK

**Disty Kurnia (1500104) “Analisis Perbandingan Mengenai Ekuitas Merek Pada Merek Global dan Merek Lokal (Survei pada pemain sepak bola Akademi Persib U14-U23)” dibawah bimbingan Dr. Heny Hendrayati, S.IP., MM dan Dr. H Mokh Adib Sultan, ST., M.T.**

Olahraga telah berperan fungsi sebagai media promosi dan kampanye pemasaran, baik itu menjadi ajang sasaran pasar maupun sebagai komoditi. Olahraga sepak bola salah satu olahraga yang sudah mendunia dan perlengkapan yang paling penting adalah sepatu. Sepatu olahraga global seperti Nike masuk ke pasar Indonesia, sehingga menjadi kompetitor bagi merek Lokal seperti Specs. Ditengah perkembangan teknologi ini maka seberapa kuat ekuitas merek lokal dan merek global menurut konsumen. Ekuitas merek adalah salah satu kumpulan aset yang berkaitan dengan suatu produk atau jasa kepada perusahaan atau konsumen.

Penelitian ini bertujuan untuk mengetahui perbedaan ekuitas merek pada merek global dan merek lokal. Oleh karena itu, metode yang digunakan adalah deskriptif dan verifikatif dengan respondennya adalah pemain sepak bola di Akademi Persib U14-U23 dengan menggunakan sampel jenuh sebanyak 150 responden. Teknik analisis yang digunakan adalah analisis *Mann-Whitney U-Test* dengan menggunakan software SPSS.

Hasil penelitian menunjukan bahwa Ekuitas Merek Nike lebih kuat dari Specs. Indikator ekuitas merek yang nilainya paling tinggi dari Nike adalah asosiasi merek dan yang paling rendah yaitu loyalitas merek begitupun dengan specs indikator yang paling tinggi adalah asosiasi merek dan yang paling rendah loyalitas merek. Nike memiliki nilai ekuitas merek lebih tinggi dibandingkan specs karena merek nike lebih dulu menggloabal dan dikenal kualitasnya yang bagus dimata konsumennya baik di seluruh dunia maupun di Indonesia. Hal ini membuktikan bahwa merek lokal belum cukup mampu bersaing di pasar dan belum memiliki ekuitas merek yang baik di benak konsumen. Melihat pentingnya ekuitas merek, maka perusahaan perlu memperhatikan hal ini untuk mempertahankan eksistensinya di pasar.

**Kata Kunci:** Ekuitas Merek, Merek Global, Merek Lokal

## **ABSTRACT**

**Disty Kurnia (1500104) "*Comparative Analysis of Brand Equity in Global Brands and Local Brands (Survey of Persib U14-U23 Academy football players)*" under the guidance of Dr. Heny Hendrayati, S.IP., MM and Dr. H Mokh Adib Sultan, ST., M.T.**

Sport has a function as a media for promotion and marketing campaigns, both as a place for market and as a commodity. Sports football is one of the most global sports and the most important equipment is shoes. Global sports shoes such as Nike entered the Indonesian market, thus becoming competitors for local brands such as Specs. Amid the development of this technology, how strong is the equity of local brands and global brands according to consumers. Brand equity is a collection of assets related to a product or service to a company or consumer.

This study aims to determine the differences in brand equity in global brands and local brands. Therefore, the method used is descriptive and verification with the respondents being football players at Persib U14-U23 Academy using saturated samples of 150 respondents. The analysis technique used is the Mann-Whitney U-Test analysis using SPSS software.

The results show that the Nike Brand Equity is stronger than Specs. The highest value brand equity indicator from Nike is brand association and the lowest is brand loyalty as well as the highest indicator specs are brand association and the lowest brand loyalty. Nike has a higher brand equity value than specs because the Nike brand has globalized first and is known for its good quality in the eyes of its customers both worldwide and in Indonesia. This proves that local brands are not yet able to compete in the market and do not have good brand equity in the minds of consumers. Seeing the importance of brand equity, companies need to pay attention to this to maintain their existence in the market.

**Keywords:** Brand Equity, Global Brand, Local Brand

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